Brand Standards Guide

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PURPOSE Of This Guide

Some people talk about a brand and refer to slogans and logos. But, it's so much more. A brand is a person's feeling toward a product, service or organization. As such, the Atlantic Coast Conference (ACC) brand is a reflection of everything we do and say, everything we print and broadcast.

As a representative of the conference your role is to protect the value of our brand and honor the foundation upon which it is built by establishing and communicating a clear and compelling brand message. This will help ensure all stakeholders continue to associate the ACC name with excellence and integrity.

This guide exists to assist you by directing both the visual and verbal articulation of our brand. It is essential that the ACC Brand Standards Guide be adhered to with precise detail and all future brand development follow the rules set forth herein. Correct application is crucial to helping the conference carve out a unique, relevant and ownable position at the pinnacle of collegiate sports.

LEGAL NOTICE Licensing & Awareness

All materials in this document are the property of the ACC. This includes, but is not limited to, printed and/or electronic text and images. Written permission from a duly appointed representative of the ACC is required for any use or publication, public or private, of any material contained herein. There is not implied consent for any use, publication, republication or transmission of material owned by the ACC.

Tim Lynde
Sr. Associate Commissioner, Brand Marketing

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BRAND STANDARDS GUIDE Web Portal Instructions

A digital version of this ACC Brand Standards Guide can be found at the following link:

http://theacc.co/ACCBrandStandards

It can also be found by visiting theACC.com, and clicking on the ACC Brand Standards link near the bottom of the home page.

To view and download official ACC and ACC partner logos, please follow these instructions:

1. Click on this link to access the ACC Media Services site: www.theACC.com/media
    a. If you have previously subscribed to our Media Services site, provide your login. If you are a new user, please register your email address and it will be verified in 1-2 business days.

2. Select the icon of the ACC Brand Standards Guide on the home page.

3. You will be routed to a Dropbox folder containing official high-resolution logos for download.

BRAND POSITIONING

MISSION STATEMENT

The Atlantic Coast Conference, through its member institutions, seeks to maximize the educational and athletic opportunities of its student-athletes, while enriching their quality of life. It strives to do so by affording individuals equitable opportunity to pursue academic excellence and compete at the highest level of intercollegiate athletics competition in a broad spectrum of sports and championships.
The Conference will provide leadership in attaining these goals, by promoting diversity and mutual trust among its member institutions, in a spirit of fairness for all. It strongly adheres to the principles of integrity and sportsmanship, and supports the total development of the student-athlete and each member institution's athletics staff, with the intent of producing enlightened leadership for tomorrow.

POSITIONING STATEMENT

THE NATION'S **PREMIER COLLEGIATE CONFERENCE**
OF ATHLETIC AND ACADEMIC EXCELLENCE.

BRAND IDENTITY

- IDENTITY PROGRAM
- CLEAR SPACE
- MINIMUM SIZE REQUIREMENTS
- IDENTITY MISUSAGE
- APPLYING TO IMAGERY

PRIMARY IDENTITY Full-Color

This is the acceptable presentation of the ACC full-color primary logo on white backgrounds (WBG).

This is the acceptable presentation of the ACC full-color primary logo on dark backgrounds (DBG).

PRIMARY IDENTITY Grayscale

This is the acceptable presentation of the ACC grayscale primary logo on white backgrounds (WBG).

This is the acceptable presentation of the ACC grayscale primary logo on dark backgrounds (DBG).

PRIMARY IDENTITY Single-Color

This is the acceptable presentation of the ACC single-color primary logo on white backgrounds (WBG).

This is the acceptable presentation of the ACC single-color primary logo on dark backgrounds (DBG).

CLEAR SPACE

Adherence to the clear space standards provides for a consistent look to the ACC logo. It protects the proprietary nature of it, and is used to defend against unauthorized use.

To the right are specifications to determine the minimum distance between the ACC logo and other visual elements.

When determining the appropriate amount of clear space, the height of the cross-stroke of the 'C' should be used to create an imaginary square.

The imaginary square should serve as a buffer on all sides of the identity upon which no visual element intrudes. This includes the negative space in the top left corner created by the 'A'.

MINIMUM SIZE REQUIREMENTS

The minimum size recommended for the ACC logo is shown to the right. It should not be reduced smaller than 1" (300 pixels) in width.

All reproduction of the logo must remain legible regardless of size, usage or production.

IDENTITY MISUSAGE

The ACC logo should **NEVER** appear without the underline.

The ACC logo should **NEVER** appear angled within a composition.

The ACC logo should **NEVER** be stretched or squished.

Elements should **NEVER** invade the approved ACC clear space.

The colors of the ACC primary logo should **NEVER** be inverted.

The ACC logo should **NEVER** be skewed.

Other than field application, the ACC logo should **NEVER** incorporate an outline stroke.

The ACC logo should **NEVER** incorporate a drop shadow. If color is an issue, use the appropriate version within the logo suite.

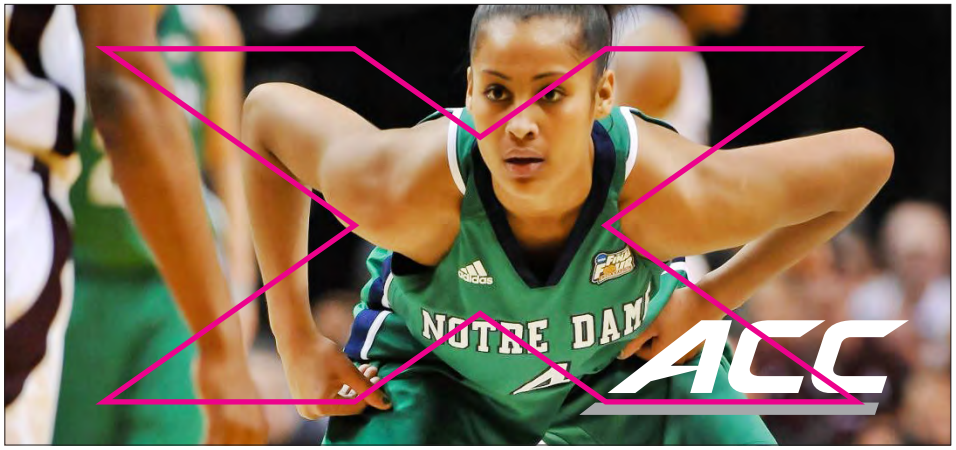
The ACC logo should **NEVER** incorporate the use of gradients within it.

APPLYING TO IMAGERY

When applying the ACC logo to imagery, it is important that there is an ample amount of negative space surrounding the logo. This is done to prevent other elements from interfering with it and to help maintain the integrity of the brand.

The appropriate application of this is shown above.

APPLYING TO IMAGERY



Above are unacceptable applications of the ACC logo on photography.

BRAND ASSETS

- COLOR PALETTE
- TYPOGRAPHY

COLOR PALETTE

To the right is a breakdown of the ACC **Primary Color Palette** complete with all the appropriate color breakdowns.

ACC BLUE - PMS 293 C

C	100
M	79
Y	13
K	2
R	1
G	60
B	166

DIGITAL
013ca6

ACC SILVER - PMS Silver C*

C	36
M	28
Y	28
K	0
R	168
G	169
B	170

DIGITAL
a5a9ab

***NOTE: When metallic ink is not available, PMS Cool Gray 6 shold be used in place of PMS Silver.**

TYPOGRAPHY

To the right are the primary font treatments for the ACC. The **Primary Headline Font** is RBNo2 (Light and Bold). This should be used in ALL CAPS to introduce all ACC brand materials.

ABCDEFGHIJK
0123456789

RBNo2 (Light)

ABCDEFGHIJK
0123456789

RBNo2 (Bold)

In addition to the headline font, the ACC type system also includes Forgotten Futurist (Regular) which should be used for all body copy. Forgotten Futurist (Bold) may then be used in addition for call-outs when featuring stats, quotes, infographics, etc.

AaBbCcDdEeFfGgHhIiJjK kLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Forgotten Futurist (Regular)
Body Copy

AaBbCcDdEeFfGgHhIiJjK kLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Forgotten Futurist (Regular)
Call-Outs, Quotes, etc.

For web materials where these primary brand fonts are unavailable, Verdana (Regular) - a web safe font, should be used as a substitute.

AaBbCcDdEeFfGgHhIiJjK kLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Verdana (Regular)
Web Safe

SCHOOL-SPECIFIC

- LIGHT BACKGROUND
- DARK BACKGROUND
- ALTERNATE

BOSTON COLLEGE ACC Identity Program

This is the acceptable presentation of the Boston College ACC logo on white backgrounds (WBG).

The Boston College suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on maroon (DBG1).

Seen here on gold (DBG2).

PMS 202 C

PMS 4515 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

CLEMSON ACC Identity Program

This is the acceptable presentation of the Clemson ACC logo on white backgrounds (WBG).

The Clemson suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on orange (DBG1).

Seen here on purple (DBG2).

PMS 165 C

PMS 268 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

ONLINE STANDARDS GUIDE
clemsontigers.com/styleguide

DUKE ACC Identity Program

This is the acceptable presentation of the Duke ACC logo on white backgrounds (WBG).

The Duke suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on blue (DBG1).

Seen here on black (DBG2).

PMS 287 C

BLACK

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

FLORIDA STATE ACC Identity Program

This is the acceptable presentation of the Florida State ACC logo on white backgrounds (WBG).

The Florida State suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on maroon (DBG1).

Seen here on gold (DBG2).

PMS 195 C

PMS 7502 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

GEORGIA TECH ACC Identity Program

This is the acceptable presentation of the Georgia Tech ACC logo on white backgrounds (WBG).

The Georgia Tech suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on navy (DBG1).

Seen here on gold (DBG2).

PMS 874 C

PMS 539 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

LOUISVILLE ACC Identity Program

This is the acceptable presentation of the Louisville ACC logo on white backgrounds (WBG).

The Louisville suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on cardinal (DBG1).

Seen here on black (DBG2).

PMS 200 C

Black

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

MIAMI ACC Identity Program

This is the acceptable presentation of the Miami ACC logo on white backgrounds (WBG).

The Miami suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on green (DBG1).

Seen here on orange (DBG2).

PMS 1665 C

PMS 3435 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

NORTH CAROLINA ACC Identity Program

This is the acceptable presentation of the North Carolina ACC logo on white backgrounds (WBG).

The North Carolina suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on powder blue (DBG1).

Seen here on navy (DBG2).

PMS 278 C

PMS 282 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

NC STATE ACC Identity Program

This is the acceptable presentation of the NC State ACC logo on white backgrounds (WBG).

The NC State suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on cardinal (DBG1).

Seen here on black (DBG2).

PMS 186 C

Black

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

NOTRE DAME ACC Identity Program

This is the acceptable presentation of the Notre Dame ACC logo on white backgrounds (WBG).

The Notre Dame suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on navy (DBG1).

Seen here on gold (DBG2).

PMS 289 C

PMS 125 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

PITT ACC Identity Program

This is the acceptable presentation of the Pitt ACC logo on white backgrounds (WBG).

The Pitt suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on gold (DBG1).

Seen here on navy (DBG2).

PMS 289 C

PMS 4515 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

SYRACUSE ACC Identity Program

This is the acceptable presentation of the Syracuse ACC logo on white backgrounds (WBG).

The Syracuse suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on orange (DBG1).

Seen here on navy (DBG2).

PMS 1655 C

PMS 282 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

VIRGINIA ACC Identity Program

This is the acceptable presentation of the Virginia ACC logo on white backgrounds (WBG).

The Virginia suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on navy (DBG1).

Seen here on orange (DBG2).

PMS 282 C

PMS 172 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

VIRGINIA TECH ACC Identity Program

This is the acceptable presentation of the Virginia Tech ACC logo on white backgrounds (WBG).

The Virginia Tech suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on burgundy (DBG1).

Seen here on orange (DBG2).

PMS 202 C

PMS 158 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

WAKE FOREST ACC Identity Program

This is the acceptable presentation of the Wake Forest ACC logo on white backgrounds (WBG).

The Wake Forest suite of marks includes two dark background (DBG) versions for usage depending on what color it is being presented on. Seen here on black (DBG1).

Seen here on gold (DBG2).

Black

PMS 8640 C

Recommended color usage is detailed above.
If schools would like to use a different color combination, please contact Tim Lynde at the ACC.

ONLINE STANDARDS GUIDE
wfbrandstandards.com

SPORT SPECIFIC

- FOOTBALL
- BASKETBALL
- SOCCER
- BASEBALL
- LACROSSE
- 'SHE CAN PLAY'

SPORT SPECIFIC LOGOS

These are secondary logos intended for sponsorship and licensing purposes. For further information about proper usage of these logos, please contact Tim Lynde at the ACC.

SPORT SPECIFIC LOGOS

These are secondary logos intended for sponsorship and licensing purposes. For further information about proper usage of these logos, please contact Tim Lynde at the ACC.

APPLICATION

- UNIFORM & APPAREL
- IN-VENUE / FACILITY BRANDING
- PLAYING SURFACE

UNIFORM & APPAREL Football

All institutions must apply the ACC logo on the front bumper of their football helmets, just above the facemask.

All institutions must apply the ACC logo on the back right-hand side of the helmet.

***NOTE: Application of the logo should still adhere to clear space specifications listed on p.13.**

UNIFORM & APPAREL Football

The ACC logo is required to appear on all football jerseys in the institution's colors. The appropriate placement of the ACC logo is pictured to the right.

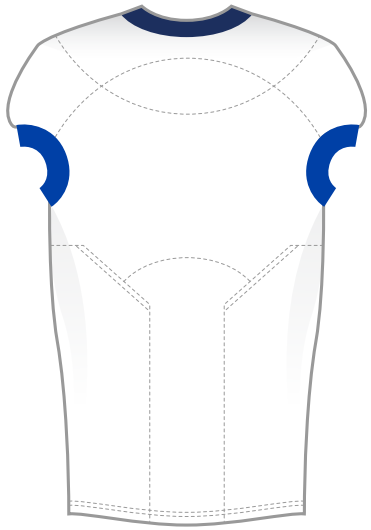
JERSEY

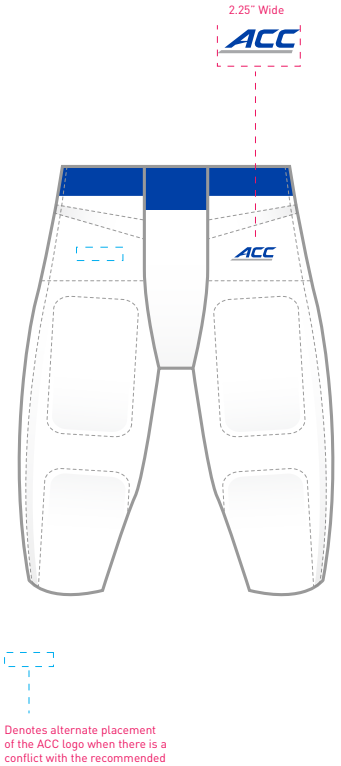
The preferred presentation of the ACC logo is 2.25" wide, left chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

PANTS

In addition, it is encouraged to include the ACC logo on pants. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the pants.

NOTE: When a manufacturer or anniversary logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.





***Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

UNIFORM & APPAREL Basketball

The ACC logo is required to appear on all basketball jerseys in the institution's colors. The appropriate placement of the ACC logo is pictured to the right.

The ACC logo shall be contained within a 4-sided geometrical space (i.e. rectangle) that does not exceed 2.25 square inches.

Preferred size of ACC logo:
2.8'' wide x .8037'' tall

JERSEY

The preferred location of the ACC logo is positioned on the right chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

REMINDER

NCAA rules prohibit a school and conference logo from appearing on the same side of the jersey.

SHORTS

In addition, it is encouraged to include the ACC logo on shorts. The preferred location of this is on the front panel of the left leg on the shorts.

NOTES: When a manufacturer or anniversary logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

It is conference tradition to place the American Flag on the left shoulder panel of the jersey.

***Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

UNIFORM & APPAREL Cross Country / Track & Field

The ACC logo is required to appear on all cross country/track & field jerseys in the institution's colors. The appropriate placement of the ACC logo is pictured to the right.

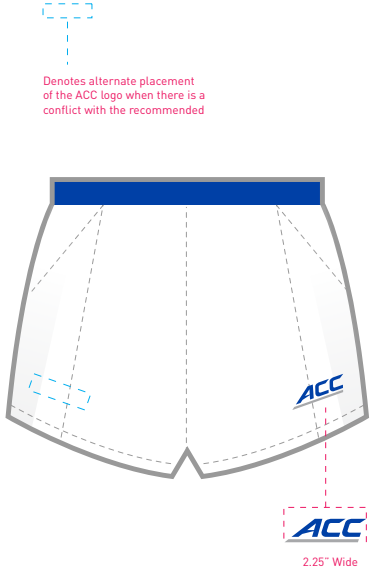
JERSEY

The preferred presentation of the ACC logo is 2.25" wide, right chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

SHORTS

In addition, it is encouraged to include the ACC logo on shorts. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the shorts.

NOTE: When a manufacturer or anniversary logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.



***Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

UNIFORM & APPAREL Soccer

The ACC logo is required to appear on all soccer jerseys in the institution's colors. The appropriate placement of the ACC logo is pictured to the right.

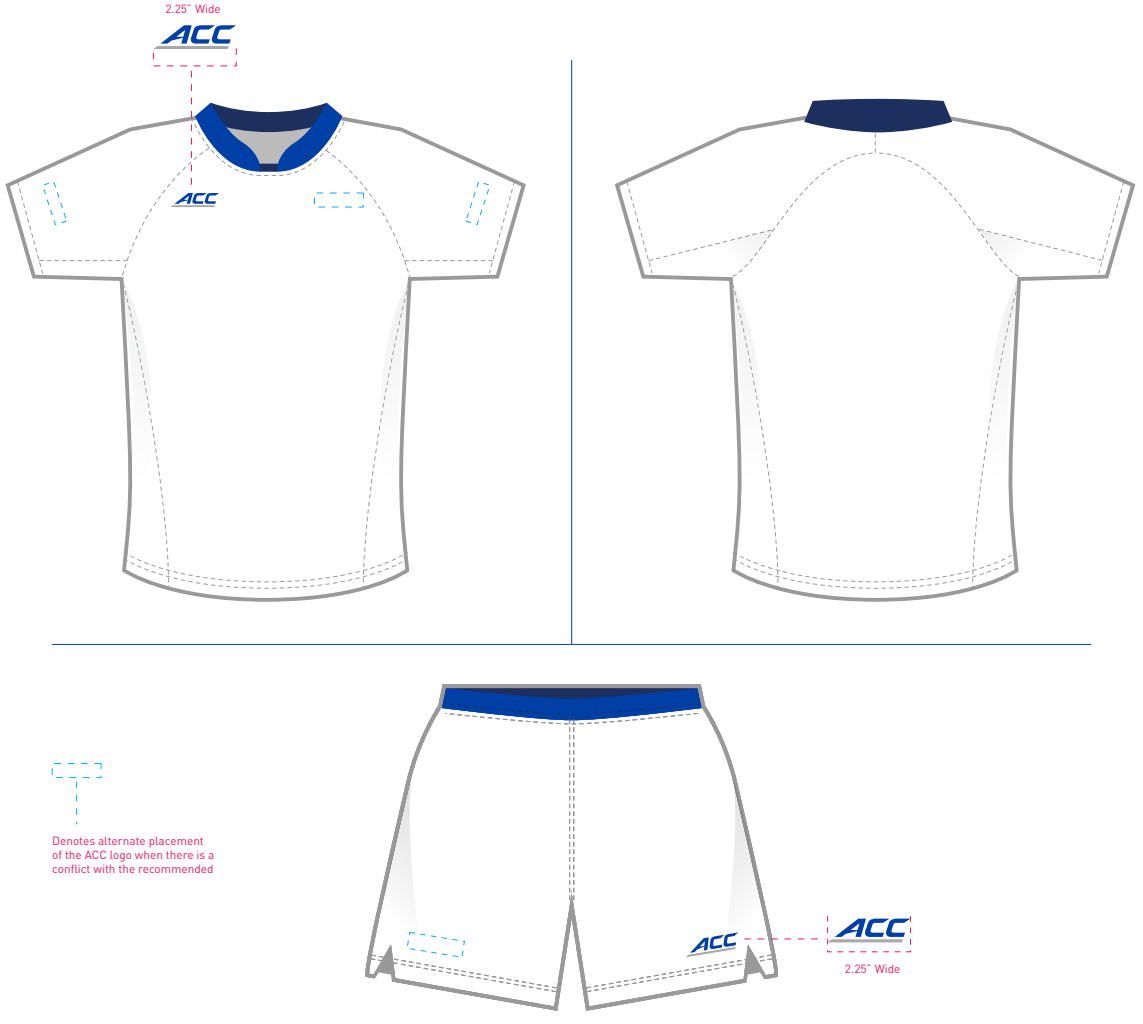
JERSEY

The preferred presentation of the ACC logo is 2.25" wide, right chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

SHORTS

In addition, it is encouraged to include the ACC logo on shorts. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the shorts.

NOTE: When a manufacturer or anniversary logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.



***Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

UNIFORM & APPAREL Volleyball

The ACC logo is required to appear on all volleyball jerseys in the institution's colors. The appropriate placement of the ACC logo is pictured to the right.

JERSEY

The preferred presentation of the ACC logo is 2.25" wide, right chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

SHORTS

In addition, it is encouraged to include the ACC logo on shorts. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the shorts.

NOTE: When a manufacturer or anniversary logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

***Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

UNIFORM & APPAREL Swimming & Diving

The ACC logo is required to appear on all swimming caps in the institution's colors. The appropriate placement of the ACC logo is pictured to the right along with other recommendations for additional logo placement.

CAP

The preferred presentation of the ACC logo is 2.25" wide, on the front panel of the left side of swimmer caps.

ADDITIONAL LOGO PLACEMENT

In addition, it is encouraged to include the ACC logo on swimsuits, shorts and trunks. The preferred presentation of these are 2.25" wide. Refer to the right for recommendations on placement.

NOTE: When a manufacturer or anniversary logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

***Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

UNIFORM & APPAREL Tennis

The ACC logo is required to appear on all tennis polos in the institution's colors. The appropriate placement of the ACC logo is pictured to the right.

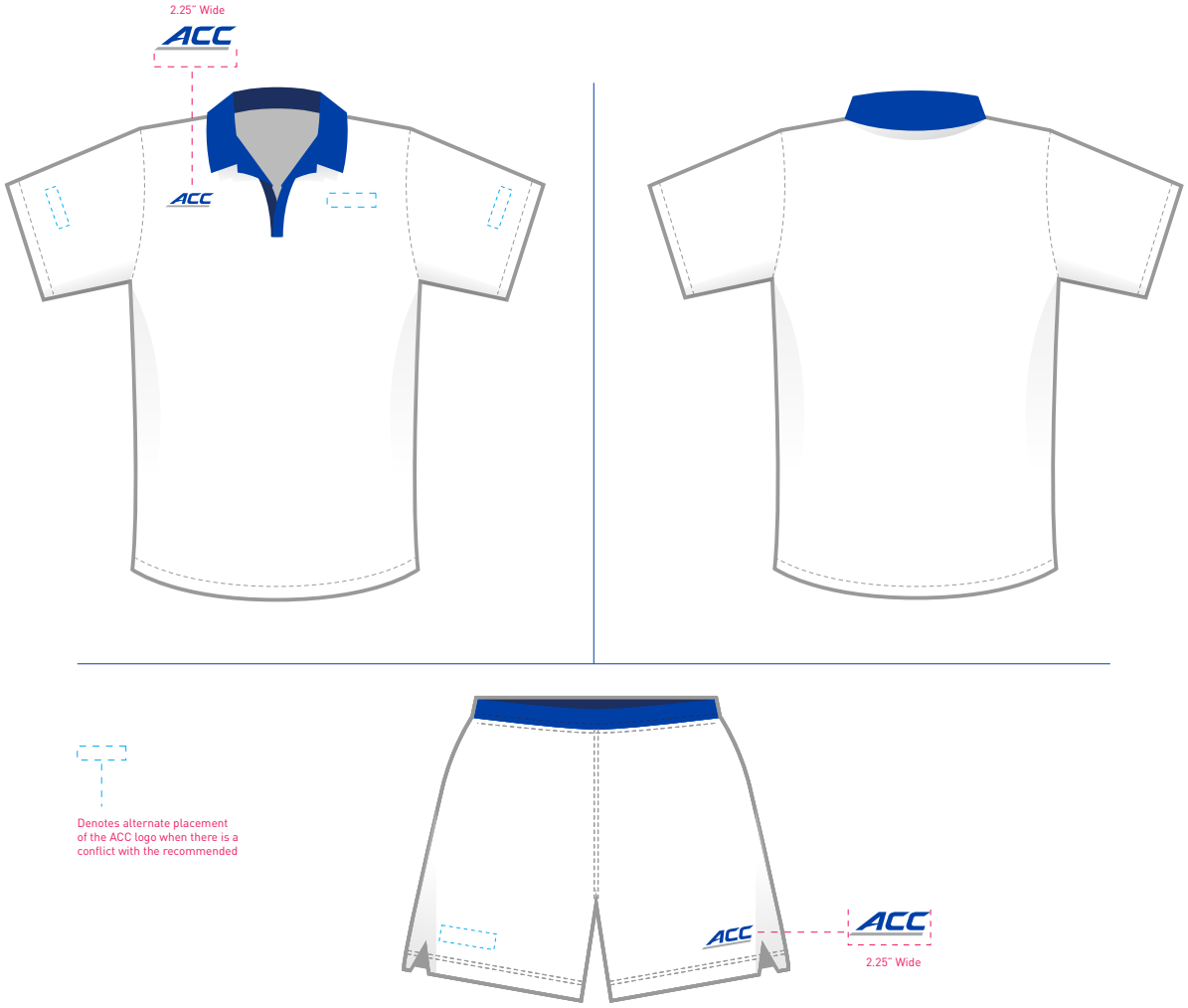
POLO

The preferred presentation of the ACC logo is 2.25" wide, right chest (as worn) on the front of the polo centered between the collar and sleeve seam.

SHORTS

In addition, it is encouraged to include the ACC logo on shorts. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the shorts.

NOTE: When a manufacturer or anniversary logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.



***Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

UNIFORM & APPAREL Lacrosse

The ACC logo is required to appear on all lacrosse jerseys in the institution's colors. The appropriate placement of the ACC logo is pictured to the right.

JERSEY

The preferred presentation of the ACC logo is 2.25" wide, right chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

SHORTS

In addition, it is encouraged to include the ACC logo on shorts. The preferred presentation of this is 2.25" wide, on the front panel of the left leg on the shorts.

NOTE: When a manufacturer or anniversary logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

***Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

UNIFORM & APPAREL Field Hockey

The ACC logo is required to appear on all field hockey jerseys in the institution's colors. The appropriate placement of the ACC logo is pictured to the right.

JERSEY

The preferred presentation of the ACC logo is 2.25" wide, right chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

SKIRT

In addition, it is encouraged to include the ACC logo on skirts. The preferred presentation of this is 2.25" wide, on the front panel on the left side of the skirt.

NOTE: When a manufacturer or anniversary logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

***Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

UNIFORM & APPAREL Golf

The ACC logo is required to appear on all golf polos in the institution's colors. The appropriate placement of the ACC logo is pictured to the right.

POLO

The preferred presentation of the ACC logo is 2.25" wide, right chest (as worn) on the front of the polo centered between the collar and sleeve seam.

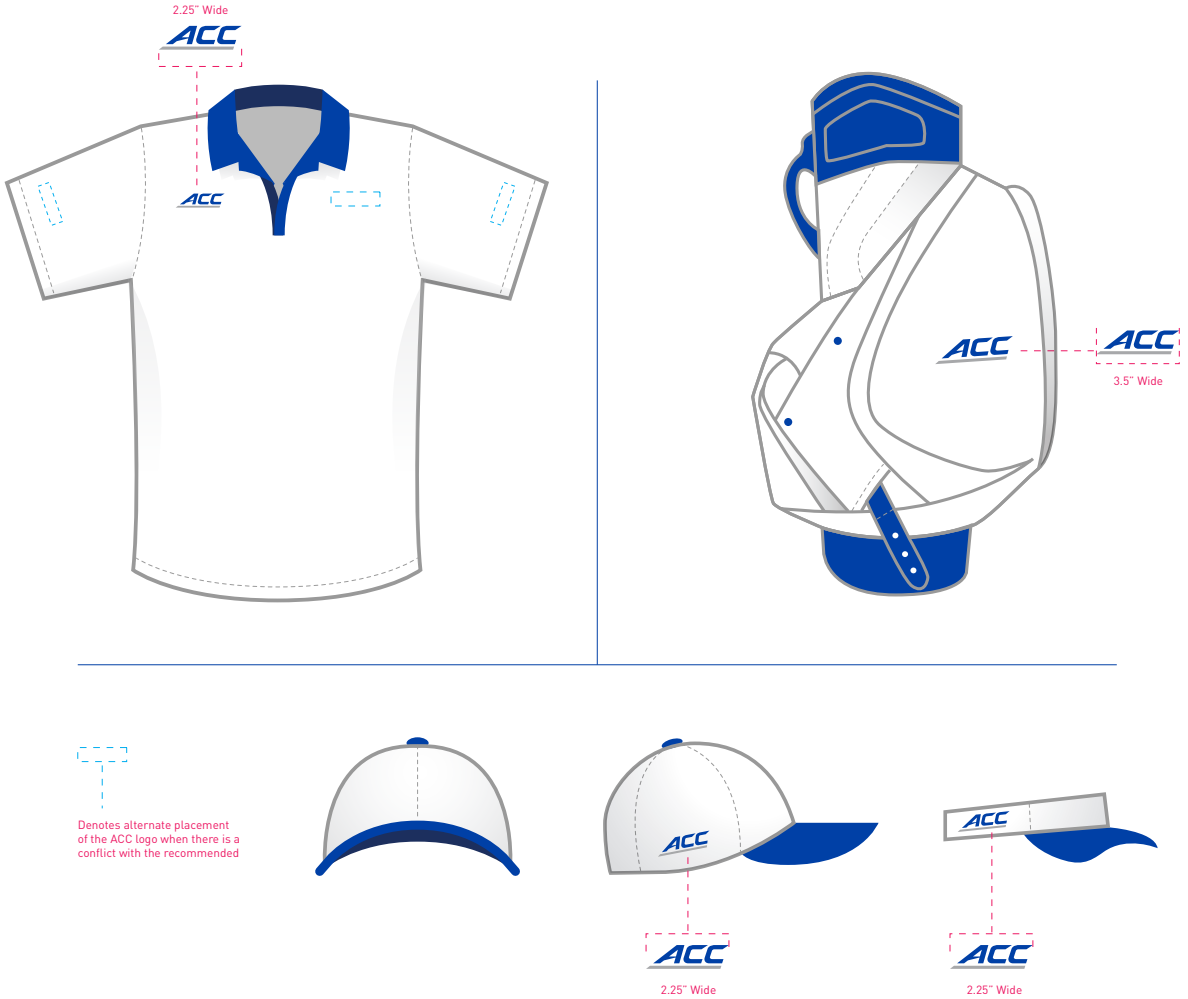
CAP/VISOR

In addition, it is encouraged to include the ACC logo on caps/visors. The preferred presentation of this is 2.25" wide on the right panel (as worn).

BAG

It is also encouraged to include the ACC logo on golf bags. The preferred presentation of this is 3.5" wide.

NOTE: When a manufacturer or anniversary logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.



***Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

UNIFORM & APPAREL Baseball / Softball

The ACC logo is required to appear on all baseball/softball uniforms in the institution's colors. Logo placement on caps is encouraged but not required. The appropriate placement of the ACC logo is pictured to the right.

JERSEY

The preferred presentation of the ACC logo is 2.25" wide, right chest (as worn) on the front of the jersey centered between the collar and sleeve seam.

CAP

The preferred presentation of the ACC logo is 2.25" wide on the right panel (as worn). Logo placement on caps is encouraged but not required.

NOTE: When a manufacturer or anniversary logo presents a conflict to the preferred jersey placement, the alternate versions denoted in cyan are also acceptable.

***Always refer to the ACC school-specific logosheets for questions regarding appropriate mark use.**

IN VENUE / FACILITY BRANDING Mandatory Requirements

The following section of the ACC Brand Standards Guide serves as a tool to aid member institutions with the co-branding of all ACC facilities and competition surfaces. Each institution is permitted to utilize the ACC logo or their School Specific logo as outlined herein.

For fields and courts with a painted application of the logo, a conference-issued stencil is required to ensure consistent use of the logo.

The minimum standard for ACC co-branding is to be visible in three places within a facility and/or playing surface. The following pages provide recommended guidelines for playing surface application.

Please ensure that any ACC co-branding is approved by the conference office prior to installation/application.

PLAYING SURFACE Field Sports

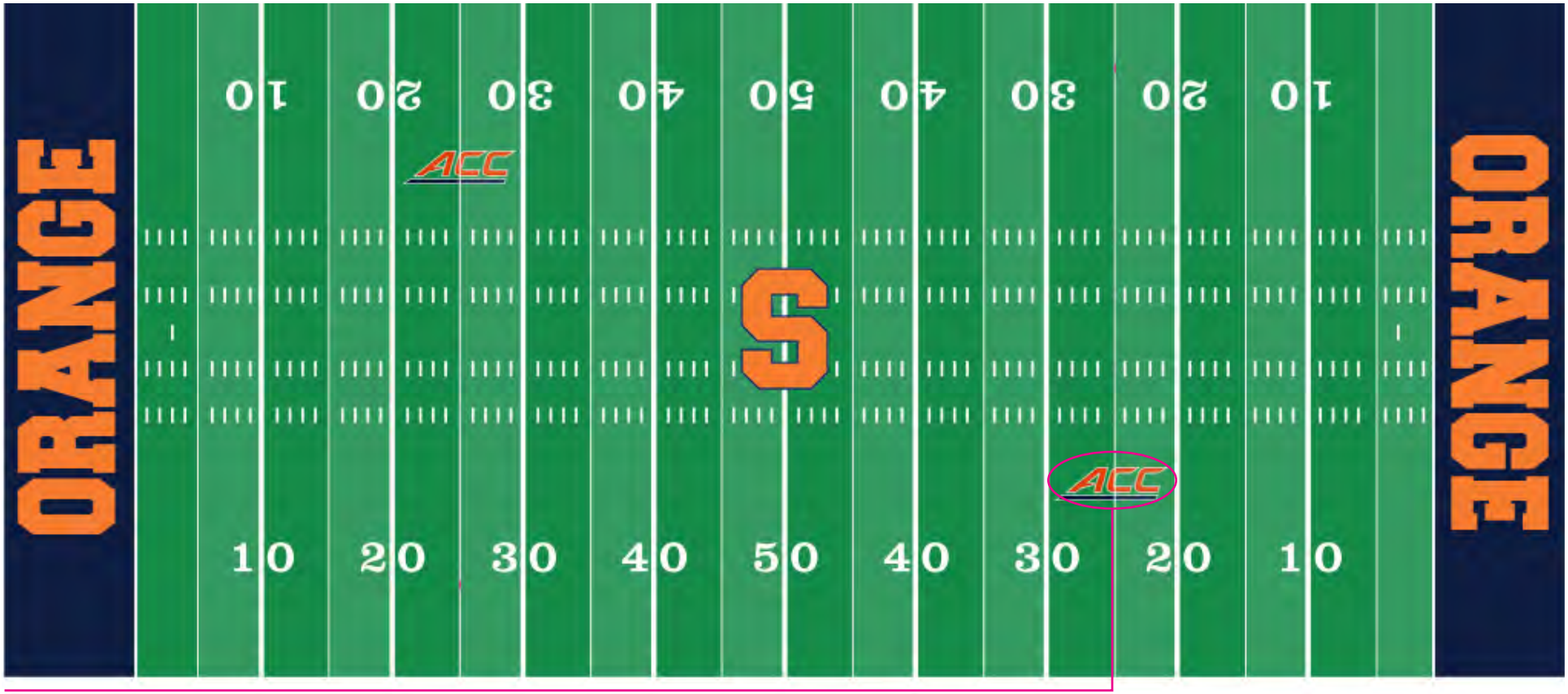
The recommended on-field representation of the ACC logo is pictured to the right. (Shown using Florida State as an example).

For this specific application, an 'outlined' version of the logo is used to contrast the green field color. In this situation, the white outline allows the school colors to remain prominent against a background that could otherwise clash with or diminish the logo.

For all fields with a painted application of the logo, a conference-issued stencil is required to ensure consistent use of the logo.

NOTE: Please contact the ACC for the approved 'outlined' version of the ACC logo whenever applying to athletic fields.

PLAYING SURFACE Football



The ACC logo stencil should be used to apply the logo between the 20 and 30 yard line on both sides of the institution's football field.

The stencil, which is 29' x 8.5', should be centered in-between these 2 yard markers. (These dimensions include a 4" border to outline the logo). Both ACC logos should face the appropriate TV angle of the respective stadium.

NOTE: The 'outlined' version of the logo may be used here to keep from clashing with the green field.

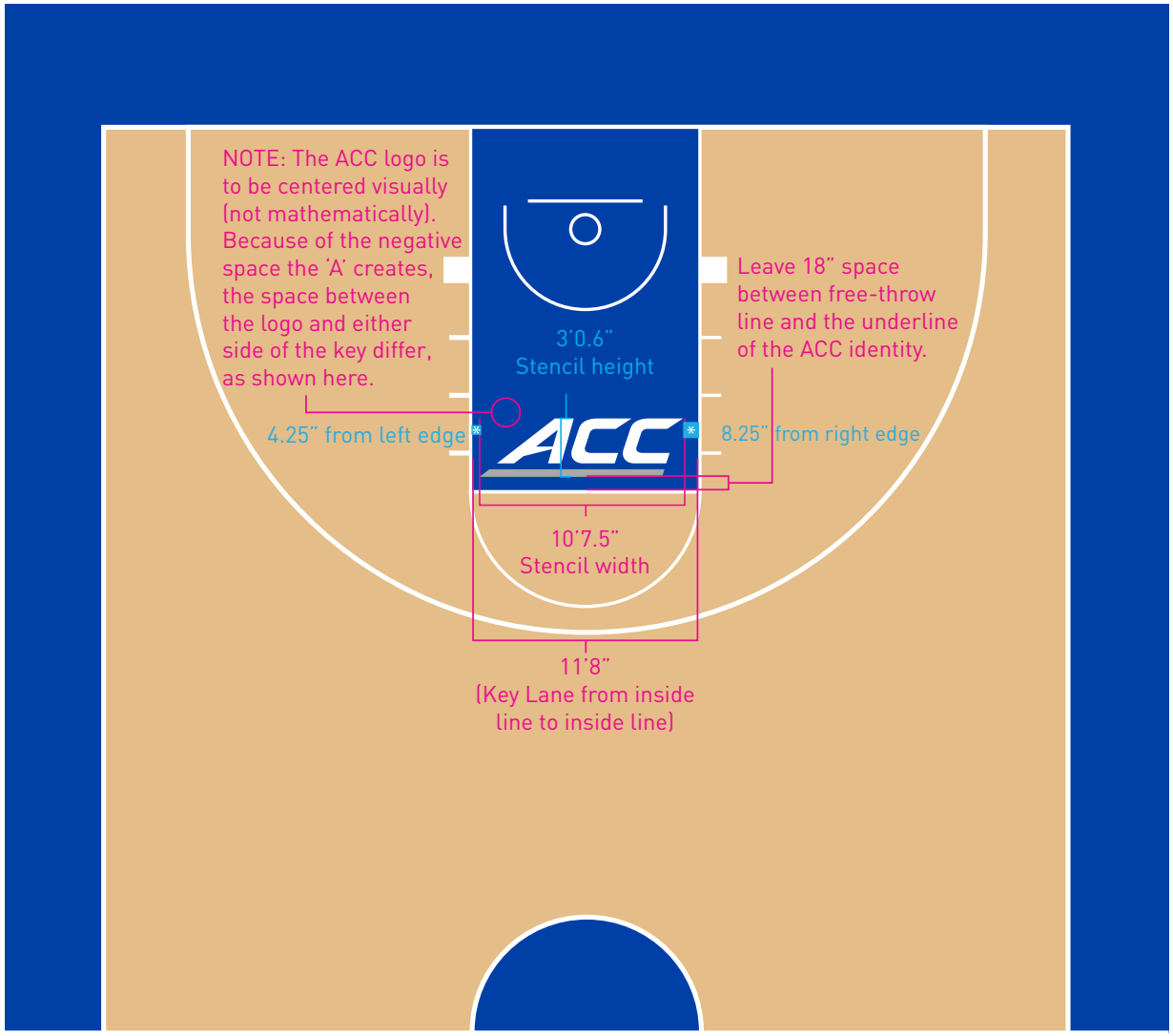
NOTE: The yard line must be visible when running through the logo by "ghosting" the line to be compliant with NCAA Playing Rules.

NOTE: The ACC will provide designs for application across on-field goalpost pads.

PLAYING SURFACE Basketball

The ACC logo should be painted in two locations on each institution's basketball court in the institution's colors. Both identities should be centered inside of the key facing center court.

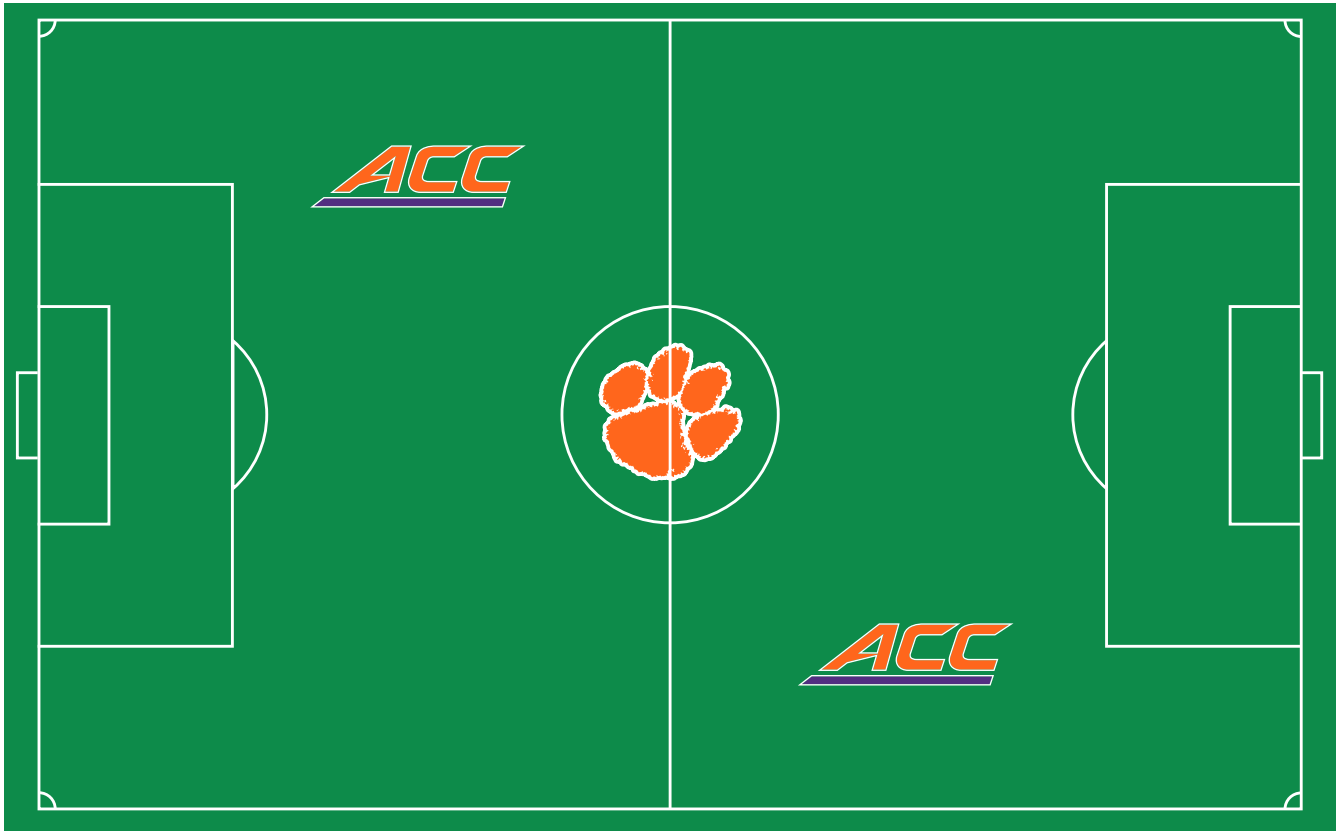
Application is presented above at the recommended width of 10 feet, 7.5 inches.


NOTE: The ACC logo is to be centered visually (not mathematically). Because of the negative space the 'A' creates, the space between the logo and either side of the key differ, as shown here.
3'0.6"
Stencil height
Leave 18" space between free-throw line and the underline of the ACC identity.
4.25" from left edge
8.25" from right edge
10'7.5"
Stencil width
11'8"
(Key Lane from inside line to inside line)

PLAYING SURFACE Soccer

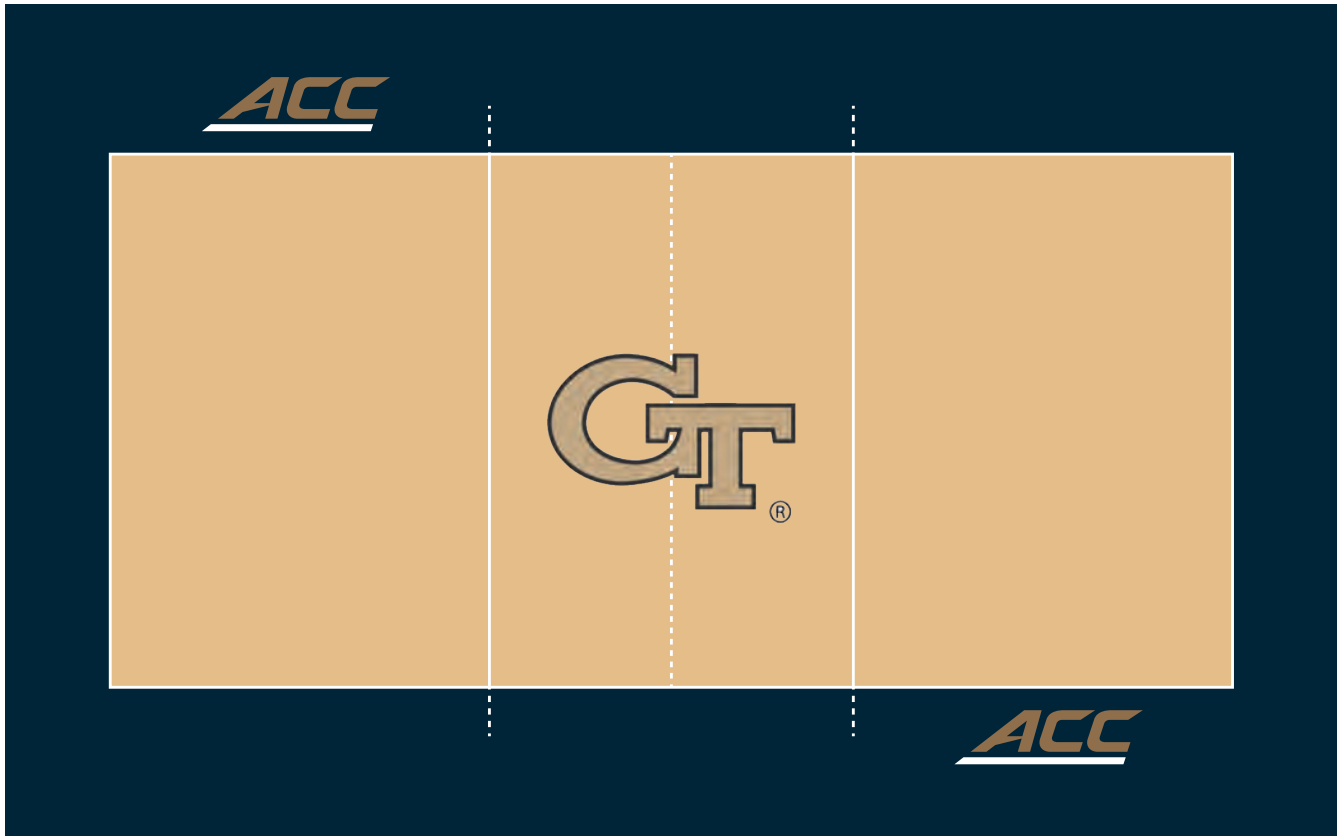
It is suggested but not required that the ACC logo should be painted on both sides of the soccer pitch. Both ACC logos should face the appropriate TV angle of the respective stadium. Shown here in Clemson colors as an example.

NOTE: The 'outlined' version of the logo may be used here to keep from clashing with the green field.



PLAYING SURFACE Volleyball

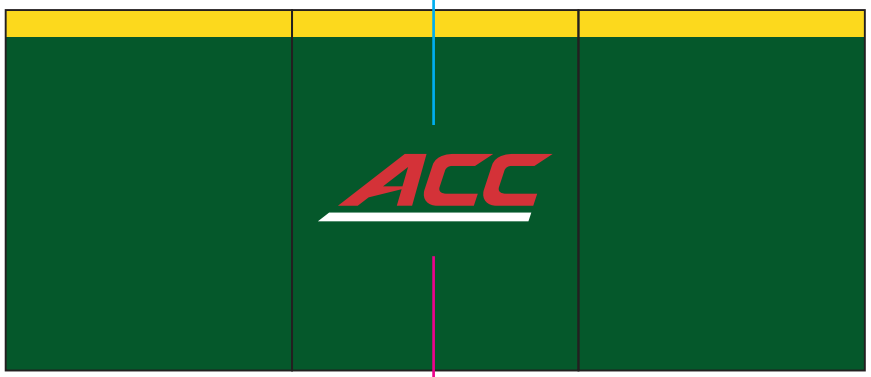
It is suggested but not required that the ACC logo should be painted on both sides of the outside perimeter of the volleyball court. Shown here in Georgia Tech colors as an example.

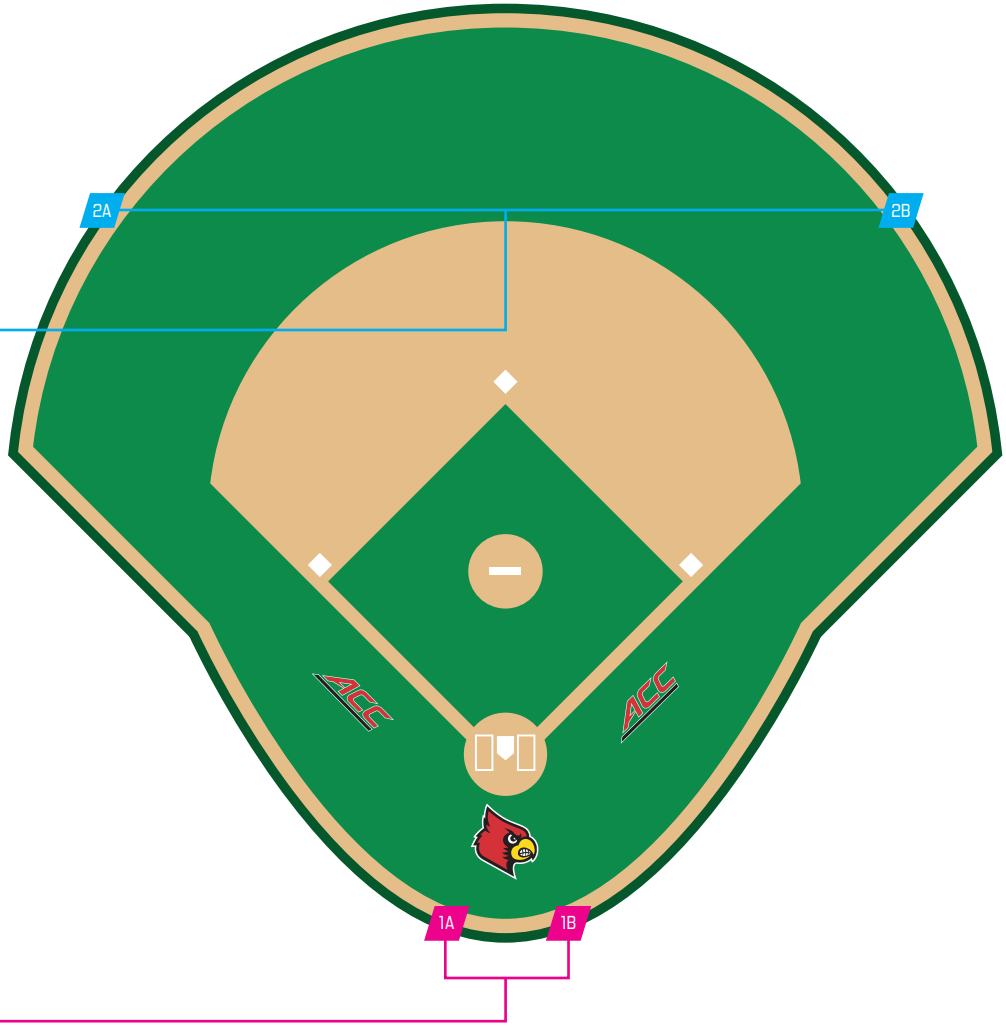


PLAYING SURFACE Baseball / Softball

The ACC logo should appear in at least one location on the wall behind home plate (Fig 1) and in at least one location on the outfield wall (Fig 2). It is also encouraged that the ACC logo be placed somewhere on field. Seen to the right, facing each respective dugout.

NOTE: The 'outlined' version of the logo may be used here to keep from clashing with the green field.





SCHOOL ASSETS

- SCHOOL PRIMARY LOGOS
- SCHOOL LOGOTYPES / WORDMARKS

SCHOOL PRIMARY LOGOS

BOSTON COLLEGE
PMS 202 Maroon
PMS 4515 Gold
PMS 871 Metallic Gold

CLEMSON
PMS 165 Orange
PMS 268 Purple

DUKE
PMS 287 Royal Blue
Black

FLORIDA STATE
PMS 195 Garnet
PMS 7502 Gold

GEORGIA TECH
PMS 124 Buzz Gold
PMS 874 Gold
PMS 539 Blue

LOUISVILLE
PMS 200 Red
Black

MIAMI
PMS 1665 Orange
PMS 3435 Green

North Carolina
PMS 278 Carolina Blue
PMS 282 Navy

NC STATE
PMS 186 Red
Black

NOTRE DAME
PMS 289 Navy
PMS 125 Gold

PITT
PMS 289 Navy
PMS 4515 Gold

SYRACUSE
PMS 1655 Orange
PMS 282 Blue

VIRGINIA
PMS 282 Blue
PMS 172 Orange

VIRGINIA TECH
PMS 158 Orange
PMS 202 Maroon

WAKE FOREST
PMS 8640 Metallic Gold
Black

SCHOOL LOGOTYPES / WORDMARKS

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PMS 282 Blue
PMS 172 Orange

VIRGINIA TECH
PMS 158 Orange
PMS 202 Maroon

WAKE FOREST
PMS 8640 Metallic Gold
Black

Thank You

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